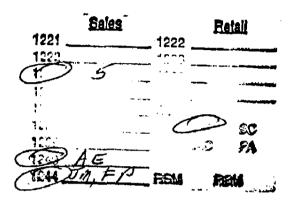
ROUs: 1110 / 1210 / 1310 / 1710 Distribute to RJR Managers w/Chain responsibility for chains on attached Excel spreadsheet



RJ REYNOLDS

TOBACCO COMPANY

J. CAMPBELL / ROU 1610 PROMOTIONAL COORDINATOR

8899 MAIN STREET WILLIAMSVILLE, NY 14221 (716) 634-4179 FAX (716) 634-3145

February 6, 1998

RJR Account #375878 P. Cox McLANE-NORTHEAST

MARCH: WINSTON B2G1F PROMOTION #800115

Dear Paul:

We have placed orders for *Winston B1G1F* product, and *'Live'* product, as listed to pack and ship this promotion to your participating retail accounts (Note: This is <u>not</u> a pre-sleeved promotion). <u>1650</u> SKUs of Displays (item #538994) have been ordered to Consolidated Industries to pack this Promotion.

Product PO Numbers:

PO Number	Product / State	#/Cases Per Style			\$ Amount
		FF BOX	LT BOX_	ULT LT BOX	
	UPC Code	12300- 11226	12300- 11926	12300- 70326	
ER2875-01	B1G1F/CT	2	4	2	\$875.79
ER2876-01	B1G1F/MA	3	6	3	\$845.69
ER2877-01	B1G1F/NH	1	2	1	\$515.90
ER2878-01	B1G1F/NJ	2	4	2	\$515.79
ER2879-01	B1G1F/NY	19	38	19	\$7,636.04
ER2880-01	B1G1F / OH	2	4	2	\$1,187.79
ER2881-01	B1G1F/PA	25	50	25	\$13,797.42
ER2882-01	B1G1F / RI	1	2	1	\$311.90
	TOTALS	55	110	55	\$25,170.53
ER2883-01	'LIVE' Product	14	55	28	\$42,763.59

\$67,934.12

PARTNERS 'BONUS' REPORTING DESCRIPTION: 'WIN MAR B2G1F'

Product Arrival:

February 23, 1998

Shipper Displays Arrival (Consolidated):

February 26, 1998

Ship Date to Retail:

Week of March 16, 1998

Page 2 McLane NE B2G1F

Item #538994 (Displays)

SKU CUBE :

SKU WT (w/o Product):

Retail Sales Offer per Sku:

1.6700

4,5000 lbs

20 Offers

Billing per Sku:

4 Full Price Cartons

PROMOTION DESCRIPTION: SEE ENCLOSED 'WHOLESALER PACKING INSTRUCTIONS'.

OPEN WINSTON B2G1F SHIPPING CASE. REMOVE RED CARDBOARD INSERT AND PLACE ONE
B1G1F OFFER INTO EACH WINSTON STYLE-SPECIFIC SLEEVE. ADD ONE 'LIVE' WINSTON
PACK OF SAME STYLE TO OFFER. PLACE RED CARDBOARD INSERT BACK INTO CASE AND SHIP
TO RETAILER.

Brand Styles: Winston FF Box / Winston Lt Box / Winston Ult Lt Box Display Brand Load:

* 4 CARTONS:

2 WINSTON LT BOX / 1 WINSTON FF BOX / 1 WINSTON ULT LT BOX EACH DISPLAY WILL CONTAIN TWENTY (20) B2G1F OFFERS.

A list of accounts authorized to received packed displays is attached. RJR will reimburse you \$28.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to \$3,080.00 (110 (12M) cases @ \$28.00).

If you have any questions, please contact me. As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell

Promotional Coordinator / 1610

/jc

cc: L. E. MacWilliams

cc: R. Moore / McLane

1610: DK / SS / RMD

1000: J. Piscitelli

1340: J. Rago

ROUs: 1110 / 1210 / 1310 / 1710

Distribute to RJR Managers w/Chain responsibility

for chains on attached Excel spreadsheet

Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

VAPB2G1F.DOC

McLANE-NORTHEAST (#375878): CIGARETTE DISPLAYS BY STATE

ROUS: 1110/1210/1310/1710 - DISTRIBUTE TO APPROPRIATE RJR CHAIN MANAGERS MCLANE NE

MARCH: WINSTON B2G1F PROMOTION #800115 RETAIL DISTRIBUTION DATE: 3/16/98 NUMBER OF DISPLAYS PER GROUP PER STATE H. CHAIN NAME #/ DISPLAY UNITS TO SHIP! NO. OF TO EACH ITOTAL # STORES ACCOUNT DISPLAYS OF DE MA MD ME НИ NJ NY OH PA R VT A-PLUS/ SUNOCO See List BP OIL See List BRADFORD MINI MART COASTAL MART See List COOKS CONVENIENT See List COUNTRY FAIR See List CONV EXPRESS See List EXPRESS MART See List HESS MART See List **HESS STATION** See List J MART - 1 KRAUSZERS See List MANLEYS See List MOBIL / ON THE RUN See List QUICKWAY See List 7/11 - HANDEE MART See List STARENTERPRISE SUGARCREEK SUNRISE FOODS See List INDEPENDENTS & SMALL CHAINS See List TOTALS Ð

(MC-ST115.XLS)2/6/98

DLDZ 9D8TS

(McLANE NO LONGER SHIPS TO DL/ KY/ OH(*Exception: 8 OH/ C.FAIR STORESY MI/ MD

cc: J. Piscitelli